



ENERGY STAR PARTNER MEETING

**BEST BUY**

**OCTOBER 2017**

# ABOUT BEST BUY



**RICHFIELD, MN**

our headquarters



Approximately

**125,000**

total employees



Recognized as a

**GLOBAL LEADER**

in sustainability



Nearly

**40 BILLION**

in total revenue for fiscal 2017



More than

**20 YEARS**

of technology services



BestBuy.com is one of the

**TOP RETAIL WEBSITES**

in the United States



More than

**1,500 STORES**

in the U.S., Canada and Mexico

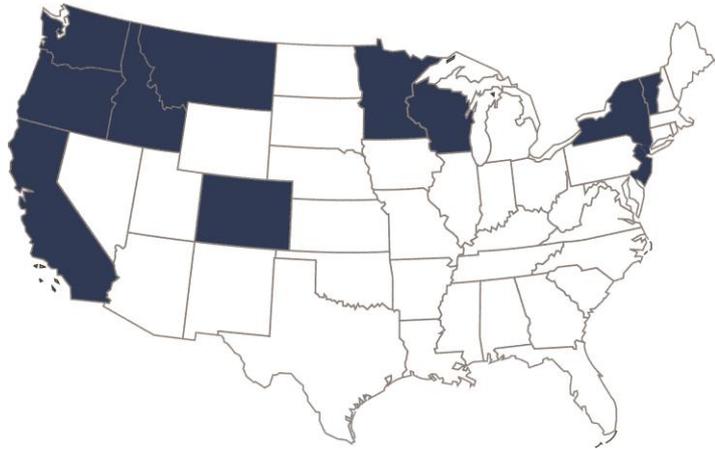
# SUSTAINABILITY FOCUS AREAS

	FOCUS AREA	DESCRIPTION
	REPAIR, REUSE RECYCLE	Best Buy is reducing e-waste through our repair, Trade-In and recycling programs.
	CARBON REDUCTION	Best Buy is committed to reducing carbon emissions by optimizing energy and fuel usage in our operations.
	SUSTAINABLE PRODUCTS	Best Buy offers our customers a large selection of energy-efficient products.
	RESPONSIBLE SOURCING	At Best Buy, we seek to maintain a responsible supply chain, from raw material extraction to ensuring safe, respectful manufacturing facilities.



# RETAIL PRODUCTS PLATFORM (RPP)

Best Buy partners with the EPA and utilities to create market transformation by incentivizing, assorting and promoting ENERGY STAR certified products.



Unit incentives range from \$10-\$50

Qualified Products
Air Conditioners
Air Purifiers
Clothes Washers
Dryers
Freezers
Refrigerators
Sound Bars



# RPP – INTERNAL ACTIVITIES AT BEST BUY

## Corporate



## Store



## Corporate Campus



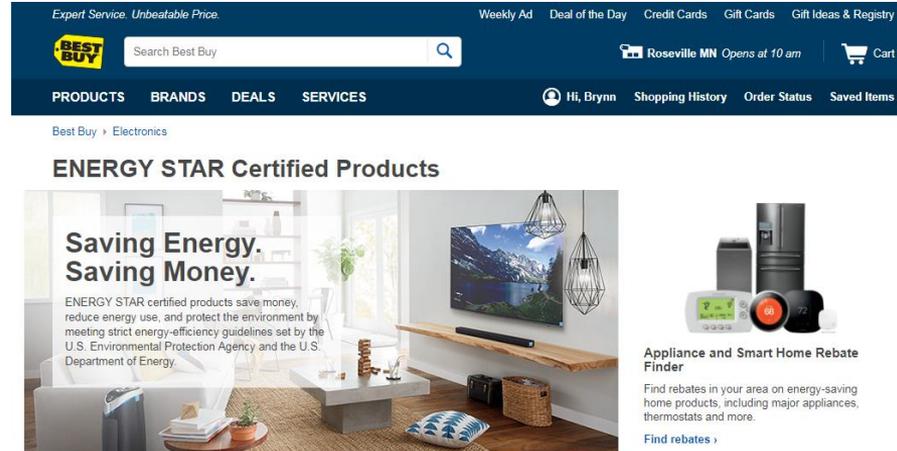
# RPP – SIGNAGE AT BEST BUY

Participating utilities are approved to hang in-store signage with their company logo. ENERGY STAR language is also included on BestBuy.com.

## In-store



## BestBuy.com



# RPP – ONLINE PROMOTIONS AT BEST BUY

We promote RPP categories through our corporate blog, Twitter, Pinterest and through email campaigns.

**BEST BUY** Best Buy for Good @BestBuyCSR · Jun 27  
#FlipYourFridge with a new @ENERGYSTAR model & save \$260 in energy costs over 5 years! [corporate.bestbuy.com/?p=13439](http://corporate.bestbuy.com/?p=13439)



The graphic features a blue background with a white refrigerator icon and a green arrow pointing to a new refrigerator. Text includes 'FLIP YOUR FRIDGE', 'REPLACE AND RECYCLE', 'ENERGY STAR ENERGY STAR', 'Cool for You. Cool for the Planet.', and a 'BEST BUY' logo.

**BEST BUY** Best Buy for Good @BestBuyCSR · May 30  
@ENERGYSTAR certified clothes washers and dryers help save energy and protect the planet. Laundry made better. [bit.ly/2nVUGi](http://bit.ly/2nVUGi)



The image shows a man and a child loading a front-loading washing machine. A sign above the machine reads 'LAUNDRY MADE BETTER Better for You & the Planet' with the Energy Star logo. A 'BEST BUY' logo is in the bottom left corner.

**BEST BUY** Best Buy for Good @BestBuyCSR · Jun 19  
@ENERGYSTAR: The cool choice for room air conditioners. #SustainableTech [corporate.bestbuy.com/?p=11436](http://corporate.bestbuy.com/?p=11436)



The image shows a woman sitting on a chair reading a laptop. To her left is a graphic of a blue and green air conditioner with the text 'THE COOL CHOICE FOR ROOM AC' and the Energy Star logo. A 'BEST BUY' logo is in the bottom left corner.

**BEST BUY** Best Buy for Good @BestBuyCSR · May 15  
An @ENERGYSTAR certified washer can save over \$490 and 33,000 gallons of water over its lifetime! [bit.ly/2nVUGi](http://bit.ly/2nVUGi)



The image shows two front-loading washing machines in a laundry room. A sign above them reads 'LAUNDRY MADE BETTER Better for You & the Planet' with the Energy Star logo. A 'BEST BUY' logo is in the bottom right corner.

# RPP – TRAINING AND EDUCATION AT BEST BUY

Every year, we launch an ENERGY STAR e-learning, required for all sales associates.

## ENERGY STAR, around the home

Take a moment to click on the following tabs and hotspots to see how ENERGY STAR easily fits into the home.

- Whole Home
- Laundry Room
- Kitchen
- Living Room
- Office



### Carbon Kyle

Guardian of the castle gate, Kyle emits a deadly carbon gas intended to pollute the Arctic, and eventually the rest of the world.



### Penny Moneybags

Guardian of the castle door, Penny will stop at nothing to make her billions by over-charging customers with high energy bills.

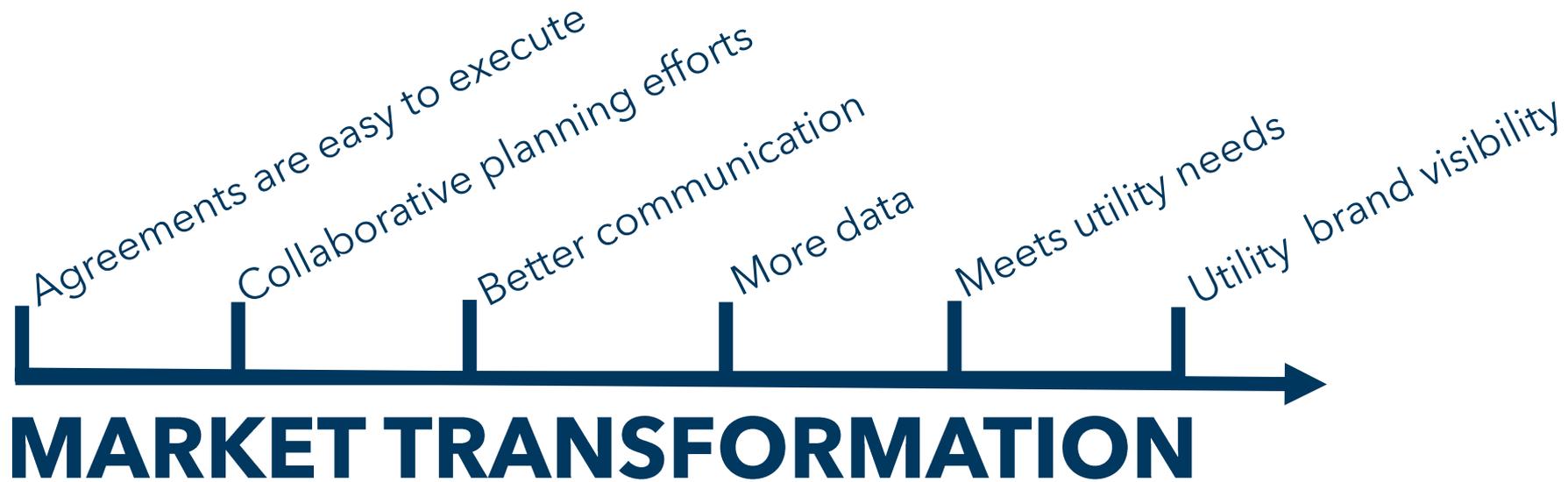


### CuRT

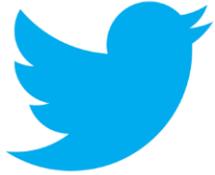
Guardian of the castle lair and Electronika, his brain child. CuRT is a robotic terror built from old electronics who drains power at a rapid rate.



# RPP BENEFITS



# FOLLOW US ON TWITTER



Best Buy for Good  
@BestBuyCSR

[Brynn.Albrecht@bestbuy.com](mailto:Brynn.Albrecht@bestbuy.com)  
[Hugh.Cherne@bestbuy.com](mailto:Hugh.Cherne@bestbuy.com)

